GE HealthCare reduces its support burden with a Loadbalancer.org partnership

CASE STUDY

GE HealthCare's medical imaging and diagnostic systems rely on load balancing to maintain High Availability. However, managing these applications was becoming increasingly inefficient, and they needed to reduce the time spent on customer deployments and maintenance.

By partnering with Loadbalancer, GE HealthCare is now able to provide its customers with more user-friendly load balancers that simplify their operations. This allows them to deliver faster and more cost-effective deployments.

> "Loadbalancer.org's solutions are much simpler to use and quicker to deploy than other solutions in the field."

Ajay Patel,
Senior Systems Engineer, GE HealthCare

Challenge

- Replace own-label load balancer with a solution that is easier for engineers to configure and customers to maintain
- Reduce effort required to support customers with load balancing

Solution

- Loadbalancer.org custom solution

Partnership benefits

- Improved customer satisfaction with easier-to-use and cost-effective load balancers
- Cost savings from reduced demand for support
- Customized commercial terms and products
- Simplified, supported deployments
- Dedicated technical resources
- Step-by-step app specific deployment guides

Challenge

A giant in the healthcare technology sector, GE HealthCare provides medical imaging solutions that support the treatment of 259,000 patients every day[1], in 160 countries worldwide. Its key products include CPACS, True PACS[2], Datalogue™[3] and Centricity™ Cardio Workflow, all of which need to deliver reliable, high performance, 24/7.

To ensure the High Availability of these critical medical solutions, GE HealthCare recommends the use of load balancers. For its smaller customers, the organization used to provide a bespoke load balancer, built in-house using open source software. However, as this load balancer had no graphical user interface and limited capabilities, GE HealthCare's customers found it difficult to make changes to settings, and the organization had to devote a lot of internal resources to supporting it. Consequently, GE HealthCare decided to discontinue its in-house load balancer and form a partnership with a commercial load balancer provider instead.

Solution

GE HealthCare selected Loadbalancer.org as its partner after months of careful evaluation. The team particularly valued Loadbalancer's extensive experience in medical imaging, competitive pricing, and flexible commercial terms. The Loadbalancer products offered the required functionality and were built using the same open source technology as GE HealthCare's in-house solution, making them familiar to GE HealthCare's engineers.

GE Healthcare soon realised that Loadbalancer products were not only a viable replacement for the in-house load balancers it used for its smaller customers; Loadbalancer products were also a suitable—and significantly more competitive—alternative to the F5 and A10 load balancers commonly used by its larger customers. GE Healthcare therefore began to recommend Loadbalancer solutions to all of its customers, regardless of their size, across all regions of the world.

Partnership benefits

With an intuitive WebUI and simple, but clever controls, the Loadbalancer solution is easy for users to install, manage and deploy.

GE HealthCare valued Loadbalancer's extensive tenure in medical imaging, alongside its value-driven pricing and adaptable commercial frameworks.

Equally, GE HealthCare's larger customers, who had historically purchased their own load balancers, can now reduce their overall GE HealthCare overheads by selecting Loadbalancer appliances, instead of the more expensive F5 and A10 load balancers[4].

Using Loadbalancer appliances, GE HealthCare can also simplify deployments and achieve faster implementation times. F5 products typically take days to set up and require an engineer on site, whereas Loadbalancer virtual appliances can be deployed remotely in a lot less time. With its flexible, consultative approach, Loadbalancer supports GE HealthCare with most customer deployments for no additional fee, helping the organization to get its customers up and running more quickly and at lower cost.

The partnership between Loadbalancer and GE HealthCare has been designed to meet GE HealthCare's precise needs. It includes customized commercial terms, products specifically sized to match projects and dedicated technical teams. Loadbalancer has received positive feedback from GE HealthCare, especially relating to technical support, training and self-serve access to bespoke deployment guides.

Loadbalancer and GE HealthCare have onboarded more than 50 sites and plan to roll out their solution to multiple sites globally over the coming years.

Typically, these were Loadbalancer virtual appliances, deployed as active/passive pairs, on VMware platforms, although Loadbalancer virtual and hardware appliances can be configured in a variety of ways to accommodate complex and multi-site projects.

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1. GE HealthCare Technologies Inc | Home | GE HealthCare (United Kingdom)
2. True PACS is a solution which contains Universal Viewer, Enterprise Archive, Centricity Universal Viewer Zero Footprint Client

3. Datalogue is a solution comprised of Enterprise Archive, Centricity™ Clinical Gateway, Centricity Universal Viewer ZFP client with optional purchases available.
4. F5 vs Loadbalancer.org 2026 | Gartner Peer Insights Loadbalancer.org vs F5: Which ADC for your enterprise imaging applications? | Loadbalancer